

CLAIMS

1 1. A method for limiting dissemination of content in an online game, the method
2 comprising:

- 3 a) hosting for transmission content designated as goal-activated content;
4 b) transmitting the goal-activated content to the client upon a client request; and
5 c) instructing the client to delete goal-activated content stored on the client.

1 2. The method of claim 1 wherein step b) comprises transmitting the goal-activated content
2 to the client responsive to a determination that a player associated with the client has
3 fulfilled a goal.

1 3. The method of claim 1 further comprising the step of receiving a history profile from the
2 client.

1 4. The method of claim 3 wherein step c) comprises instructing the client to delete goal-
2 activated content stored on the client in accordance with the history

1 5. The method of claim 1 further comprising the step of encrypting the goal-activated
2 content prior to transmission to the client.

1 6. A method for limiting dissemination of content transmitted by a server in an online game,
2 the method comprising:

- 3 a) requesting goal-activated content from the server;
4 b) receiving the goal-activated content from the server;
5 c) receiving an instruction from the server to delete goal-activated content; and
6 d) deleting goal-activated content.

1 7. The method of claim 6 wherein step c) comprises receiving, upon initialization of an
2 executable program, an instruction to delete goal-activated content.

1 8. The method of claim 6 further comprising the steps of
2 maintaining a history profile comprising information about content received from the
3 server and
4 sending the history profile to the server.

1 9. The method of claim 8 wherein step c) comprises receiving an instruction to delete goal-
2 activated content in accordance with the history profile.

1 10. The method of claim 6 wherein step c) comprises receiving an instruction to delete all
2 goal-activated content.

1 11. The method of claim 6 further comprising the step of determining a player has fulfilled a
2 goal.

1 12. The method of claim 11 wherein step a) comprises requesting goal-activated content in
2 response to the fulfillment of the goal.

1 13. A method for limiting dissemination of content transmitted by a server to a client in an
2 online game, the method comprising:

- 3 a) the client requesting goal-activated content from the server;
- 4 b) the server transmitting the goal-activated content to the client;
- 5 c) the server instructing the client to delete goal-activated content; and
- 6 d) the client deleting goal-activated content.

1 14. The method of claim 13 further comprising the steps of
2 the client determining that a player associated with the client has fulfilled a goal, and
3 the server authenticating that a player associated with the client has fulfilled the goal.

1 15. The method of claim 14 wherein step a) comprises requesting goal-activated content in
2 response to the fulfillment of the goal, and wherein step b) comprises transmitting the
3 goal-activated content to the client responsive to the authentication.

1 16. The method of claim 13 further comprising the steps of
2 the client maintaining a history profile comprising information about content received
3 from the server, and
4 the client sending the history profile to the server.

1 17. The method of claim 16 wherein step c) comprises instructing the client to delete goal-
2 activated content in accordance with the history profile.

1 18. The method of claim 13 wherein step c) comprises the server instructing the client to
2 delete all goal-activated content.

1 19. The method of claim 13 wherein step c) comprises the server instructing the client to
2 delete goal-activated content upon initialization of an executable program by the client.

1 20. A computer based content dissemination limiting apparatus comprising:
2 a) a non-volatile memory element storing goal-activated data;
3 b) a transceiver receiving a connection request from a remote client on the network;
4 c) a processor determining that the goal-activated content is to be transmitted to the
5 client;
6 d) the transceiver transmitting the goal-activated content; and
7 e) the transceiver transmitting a deletion instruction to the client.